your brand is your business; your business is your brand.
that's why... BrandMatterz
we are a synergetic consultancy

‘Brand-blooded’ folks, with Design in our DNA…
Always hungry for ‘out of the league’ creative work
Impactful Communication Solutions
To make relationships stronger

To facilitate your business
We understand your business concerns and provide maximum convenience with a time saving approach so other aspects of your business are not diluted.
We believe
A brand that captures your mind gains behaviour.
A brand that captures your heart gains commitment.

We aim at creating brands that capture hearts.
we help capture hearts

By...

! Making a desirable first impression

? Influencing with engaging conversations

≡ Living up to the positive associations

≥ Inspiring transformation in market & commitment in customer
our methodology

- Relevance
- Category Trends
- Future Readiness
- Responsibility
- Adaptability
- Approachability
- Personalization
- Delivery
- Access
- Consistency
- Promise
- Differentiation
- Transformation
- Commitment
- Conversation
- Association
simply put, we give direction and shape to brands that your customers, employees & all stakeholders will love
our offerings: an overview

Brand Strategy to connect between business goals and desired value perceptions
- Audit and Opportunity Analysis
- Business-Brand Roadmap
- Strategy development and Articulation

Brand Experience to build positive associations and recall
- Packaging Visual and Structure design
- Retail branding and Spatial design
- Corporate Environment, Exhibition and Event design

Brand Identity and Communication to reach and engage internal and external audiences
- Brand Visual Identity
- Brand Communication Properties
- Guidelines for Effectiveness and Usage

Marketing and Communications to inspire transformation in both markets and customers
- Marketing Plan with Marketing Mix
- Advertising Strategy and Creatives
- Photography and Styling
- PR and Image Management

Brand Architecture to streamline, segment and integrate business offerings
- Customer and offering Segmentation
- Alignment of product brands, sub brands with master brand
- Visual Expression of the product/ service/ offering
our offerings: image & experience

PACKAGING

- Identity & Graphic Elements On Product- Design With Usage Guidelines Of Colours, Typeface, Printing Specifications
- Complete Pack Design- Product Branding, Packaging Graphics & Content Planning
- Packaging Design System- System Design Across Variants, Extensions
- Additional Elements On Existing Packaging
- Implementation Support- Structure & Material Recommendations, Substrate Suggestions & Print Specifications With Vendor Contact

SPACES

- Brand Experience Strategy- Brand Strategy Translating To Spatial & User Experience, User Journey & Opportunities
- Retail/ Spatial Identity- Identity As Used In Space, Version/ Extension Of Master Brand
- Retail/ Spatial Visual Language- Colours, Typefaces, Graphics, Image Style
- Retail/ Spatial Applications- Fascia, Wall Graphics, Signage System, Uniforms, Packaging, Posm
- Retail/ Spatial Implementation Guidelines- Graphics Usage, Signage & Material Specifications
- Retail/ Spatial Design Implementation Support With Vendor Contact

Launching, Refreshing or Enhancing Brands/ Products/ Services/ Spaces

CORPORATE FILMS & PHOTO SHOOTS

- Product Films
- Factory Films
- Safety Videos
- Ad Films
- Training Video
- Facebook Video
- Timelapse Photography
- Aerial Shooting
- Ad Film, Documentary
- Fashion & Lifestyle Photography
- Food & Product Photography
- 360 degree product videos
- 2D / 3D animations
SHRE YAS BANGAD
Brand Positioning & Creative Direction

15 years of rich experience in diverse domains- FMCG, Real Estate, Banking, Automotive, Healthcare, Media, Advertising, Brand Strategy, Brand Experience, Packaging & Brand Consultancy Solutions.
A media evangelist & keen analyst with skills in assessing branding trends and implementing Brand strategies.
Major Brand Experience and Communication worked for- Coca Cola, John Deere, Suzlon, Axis Bank, Atlas Copco, Sakaal Media Group, TVS Motor Company, Venky’s, Haldiram’s, Nirlep, Greaves Cotton, SKF, Panchil Realty, Saraswat Bank, etc.

ROCHANA DEB
Brand Strategy & Experience Design

16+ years of professional experience in working with Global FMCGs, Corporates, Business Organizations and Social groups for International and National brands across a variety of domains with over a 100 projects which have reached national and international markets and audiences.
Past- Principal, Communication Design at Elephant
Major Brands created/ transformed on behalf of Elephant- Good Knight, Nirlep, Britannia, Venky’s, Persistent, Praj Industries, Bharat Benz, Commonwealth Youth Games Pune 2008, Pune City, Makers, etc.
SHANTANU BISWAS
Graphics & Communication Design
16+ years of professional experience in working with Global FMCGs, Corporates, Business Organizations and Social groups for International and National brands across a variety of domains.

Past Experience - Design Lead, Communication Design at Elephant Design.

Major Brands worked - Suzlon, TCS, Panchshil Reality, Piramal Group, HUL, P&G and Bilcare.

SAYALI SHENDE
Senior Copywriter & Corporate Trainer
12+ years of experience with corporate and academic institutes in the USA and India. Has facilitate highly effective training programmes for Credit Suisse, Avaya, L&T, HSBC, NTPC, Bank of Maharashtra, LG, Siemens covering-

- Team dynamics and Collaboration
- Branding, Sales and Marketing
- Cross cultural Communication
- Goal setting, Corporate Grooming
- Customer Relationship Management
- Business Communication Labs
Core team Experience

LATIKA MANAKTALA
Digital Marketing & Social Media Strategy

12 years of significant career in Marketing, Digital marketing & customer loyalty programs. Digital Marketing master who has spearheaded Marketing campaigns for brands like Colgate, Cadbury’s, Food Panda, Bharat petroleum. She also curates & conducts Digital Marketing Training Programs for Corporates as well Business colleges like Symbiosis, MIT, Bharti Vidyapeeth. She has successfully transformed Digital footprint of brands like JW Marriott, Zentest to name a few with innovative & consistent strategies.

BALA AKHADE
Website Development and Technical Direction

He bring over 6 years of experience developing software for multiple clients in various environments. He possess solid knowledge of Website Development and Maintenance. He has developed more than 250+ websites & has been successful in providing high-level technical direction to drive projects from conception and design through QA and deployment. He has worked for brands like Kumar Properties, The Data duck, Blume Ventures, Pirajees Cake, Almal, Nyati goup, Priora Water, Sale Bazaar etc.
core team experience

SAURABH GADIYA
Business Growth & Brand Portfolio

7+ years of experience working on variety of businesses right from running his own family construction business to interior design & FMCG products.

An idea intensive, voracious reader & charming personality who loves to explore different businesses & brainstorm over how they can grow. He capitalises his strengths like Glocal attitude, attention to details, experience design & business operations to solve brand and business growth problems. A rare combination of design DNA with business development acumen.

MANSI SHROFF
Graphic Design & Brand Interaction

Within 5 years of her Post graduation in Fashion & design, Manasi has worked & interacted with several brands from being part of FEMINA team to handle individual clients in lifestyle & retail to education to Jewellery. She possesses finesse of fashion & glamour industry which she uses in all kind of Industries Graphic designing solutions. At the same time she never misses the Macro approach of Brand interaction with creative online/offline design ideas. An Animal lover, who can kill humans for her caffeine dope. A nocturnal designer with multiple skills under one hat.

Past Experience: Ranka Jewellers, Dajikaka Gadgil construction, Shoe Express, Marrakesh, MIT, Red Marathonto to name a few.
Clients who made our work matter
Clients who made our work matter
Luxury Brand Creation, Communication & Experience:
When Kumar Properties from Pune wanted to venture into Luxury Segment, we consulted the for 2 years right from new Brand Identity, Brand Strategy, Brand Architecture, Stationary, Exhibition Booths, Luxury Alliances, Setting up brand team, selecting right sales staff, literally A to Z branding.
The Infinite Life Fitness Group wanted to launch a new brand with plans of going national, to provide fitness solutions for customers from 8-80 years which would motivate, educate and empower them to develop a truly healthy way of life. Brand Matterz created ‘Urbounce’ as The Ultimate Fitness Destination that helps attain Boundless Happiness.

The Urbounce identity ‘Connects you to the new you’. It is a stimulating reflection of the Brand’s ambition to enhance quality of fitness for all stakeholders and customers, and provide the bridge to a healthier and happier life for each individual.

The Branding, communication and the gymnasium space have come together to portray a contemporary, joyous and stylish image of the Brand, and engage Urbounce’s diverse gamut of customers.
Brand/Product Creation for Nilon's
Work scope: Naming, Packaging Strategy & Design, Retail POSM
Yashada, an upcoming real estate brand in Pune has the ambition to become a recognized brand nationally. Yashada wanted the rebranding exercise to create a new wave in the real estate industry, connect with their expanding spectrum of customers including NRIs and acquire credibility for financial institutional backing and investment. Brand Matterz infused novelty and fresh energy into the Yashada brand while saluting their existing collaborations and long standing relationships.

The Yashada identity is about ‘Progress in Partnership’ by being the source of bonding to create opportunities for growth and fulfillment.

The Branding, communication and workspace have come together to portray a contemporary and evolutionary image of the Company, and the multi-faceted impact Yashada aims to have, through it’s contribution to society.
An Unique teaching methodology School brand from Goa wanted to expand PAN India with Franchisee route. Initially approached only for advertising, they got convinced how they need Brand & Brand Experience manual for growing through franchisee route so that any franchisee, anywhere can carry the Sunshine Brand, its philosophy, personality & experience other than advertising & promotional collateral.
When a multi vertical group needed to not only document but also make an impact communication collateral, we created their Corporate profile which will appeal Global investors & alliances as well as to their existing audience. Strong TYPO with clean neat design lines including all their verticals i.e Realty, Hospitality & Leisure, a sure shot one stop communication solution for a synergetic brand impact.
Brand Literature Communication:
Unique Industry brand. Heritage Tours as well as corporate outbound event company. Needed to stand out & make impactful imagery. Right from distinguished visiting card to stationary to multipurpose standee to event centric communication to digital marketing posts spread across Pune & Goa.
Branding and Signage for the Cloud 9 Estate: Experience Centre Concept, Design and Implementation for Voyage to the Stars by Cloud 9, an upcoming hi-tech residential landmark in Pune.
A Pan Maharashtra Ad Campaign was designed & shot by us. Right from shooting the jewellery to designing Hoarding layouts to making Saubhagya Alankar theme logo to adapting 4 master designs in more than 80 hoardings, print ads & in store and social media marketing collaterals.
Advertising for a project of Raviraj Realty. Raviraj Realty, one of the most reputed construction agency in Pune and cities around Pune, is coming up with a brand new project called 'Aureate'. It is a luxury project in the land of Pimple Saudagar.
Strategised, Shot, designed & delivered a New brand’s Men’s Ethnic wear Diwali Outdoor & Digital campaign
When Less is More - When Architect build, expect more. An Unique project where only 8 1 bhk studio apartments to be marketed. But 1st project of an Architect as Builder so we created an Unique Brochure which not only fitted the Product of Premium 1 BHK but made a lasting impression on the reader of brochure. Minimalist design suiting to Architect Brand vision as well as product not only on brochure but also on festive greetings. Selling is not difficult, selling at Premium and making an Unique brand out of 1st project is.

Workscape - Naming, Product identity, Designing Marketing & communication collateral, site branding, festive branding, Print ad & Hoarding
Brand: Kremes 'n' Krusts
Brand Identity Design & Environment design for new Bakery & Cafe
An untouched category for us, Real estate Plotting project which is for mass audience. We were not just advertising partner here, we actually innovated the Product, added a wholesome experience and developed it to be a destination & not just location. Right from Naming to the way it was promoted was Unique. Talking PoetryPhoto in famous Bollywood celebrity voice created buzz in social media. We added a new dimension to plotting scheme marketing with innovating design as well as brand strategy & implementation.

Workscope - Naming, Product development ideas, Product identity, Designing Marketing & communication collateral, site branding, Print ads, Hoardings, Signages, Unique Social media promotion & Experience centre creation at site
Becoming more premium - Fashion Photography based ad campaigns. Both clients needed to look more premium and appeal high end fashion & style audience. Photography as also done by us.

Workscope - Fashion photography, Designing Marketing & communication collateral, Print ads & Hoardings.
glimpse of our events and exhibition
how we will work with you

1. PLANNING
- Discussion of Project Need & Success Factors with Client
- Commercials
- Framework Development
- Ideation
- Identifying the right Tools Techniques
- Team Integration based on skill sets required, Division of responsibilities

2. PROTOTYPE
- Plan & Discuss the Creative Directions in developing communication solution
- Describe Media evaluation and Selection techniques
- Review of the Process, Team and Outcome

3. IMPLEMENTATION
- Project Milestones
- Delivery
- Monitoring and modification Mechanism if required
if you think it matters

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